IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 10/652,261 Examiner: Salce, Jason P. Group/Art Unit: 2623 Filed: August 29, 2003 Atty. Dkt. No: 5266-08801 Inventor(s): ****CERTIFICATE OF E-FILING TRANSMISSION**** I hereby certify that this correspondence is being Frederick B. Harris transmitted via electronic filing to the United States Patent and Trademark Office on the date shown below Rory D. Rankin Title: **VIDEO-ON-DEMAND** Printed Name AND TARGETED / Rory D. Rankin / August 13, 2007 **ADVERTISING** Signature Date

RESPONSE TO OFFICE ACTION OF May 11, 2007

Mail Stop Amendment

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

This paper is submitted in response to the Office Action of May 11, 2007, to further highlight why the application is in condition for allowance.